

Chilean copper mine collapse report



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Week 4: Chilean Copper Mine Collapse Report Monique Carr BCOM/275

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Collapse Report In the article that I had to research called “ Over 30 workers trapped after Chilean Copper Mine Collapse” (Weik, 2010) it talks about what occurred on August 5, 2010 in which the San Jose mine collapsed trapping approximately 30 workers.

The article indicated that prior to the collapse a fatal accident occurred in 2007 which closed the mine for a period of time but later opened in the later part of the year. It also detailed that the rescuers were attempting to locate the workers so they would be able to drill their way into the mine in order to provide the workers with food, water, and oxygen but a second collapse occurred during that process.

The additional articles I reviewed regarding this report did not provide enough detail regarding the status of the miners and their health but stated more about the company reasons to why this event occurred and providing statements such as “ Major mining accidents are uncommon in Chile, the world’s top copper producer” (Arthur, 2010) and stating “ How Chile is the top copper producer in the world so mining accidents are uncommon in when its monitored so closely by authorities” (Soto, 2010). Basically, the articles never really explained why and how this incident occurred the communication was not very effective.

Effective communication is very important regardless of the way it is used to communicate with the audience. Some of the considerations to be given in the different roles and speaking with the different audiences you must consider the communication barrier, cultural diversity, perceptions, and body

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language of your audience. If the communication is done incorrectly it could possibly affect not alone the families of the workers but also the reputation of the company. The representatives who speak on behalf of the company will have to be skilled in knowing what to say, how to say it, and finding the right way to deliver the news to the families, public and etc. The incident that occurred affected many people across the world especially the families that were involved. The families were upset and frustrated because they wanted answers about their loved ones and wondering if they would make it out alive. The mining company must possess some sort of responsibility to make sure the families of the workers are updated on everything that is happening and the precautions they will be taking to ensure the safety of their loved ones.

The ways of communication would be to provide detail knowledge of the event by conducting a face-to-face meeting, explaining the different implementations that would be in place to convince them that the company is working night and day to get everyone out with safety and security. Also, providing the families with written confirmation on everything that is being done to take place and explaining that once the miners are rescued what the next steps are to help them mentally and physically.

The main aspect of the communication to the families would be offering counseling sessions to prepare the families for any bad news that may happen within the days their loved ones were trapped in the mine and any information relayed by the experts would also be communicated to the families. Another factor to consider is the communication the company must

have with the employees of the company and that would also include the workers that are trapped in the mine.

The proper communication would be email or setting up a webex which is an online meeting tool that you are able to have updates and presentations presented even to the employees that are out of state or even out the country. The communication should be detailing the safety and well-being the company has for its employees and being mindful of the safety precautions for each individual. Also, the company could set up an employee benefit hot line so counselors are able to speak with anyone day or night that may be affected by this incident.

The actions that I would take before and after the message is delivered to the families, employees, and audience is to conduct follow up meetings and communications in email. The follow up process will clarify the things discussed to all parties about the incident and what procedures will take place for the workers in the future. It is very important to send documentation about every timeline of the event that can be stored for legal purposes and company's records. The Chilean mine incident story captured global attention from many.

This rescue is a tribute not only to the determination of the rescue workers and the Chilean government but also the unity and resolve of the Chilean people who have inspired the world," Obama said in Washington (Wade, 2010). Two Communications from the Mining Company To the families of the Chilean miners, We would like to take this time to first extend our prayers and condolences to each of you and your families. I called a face -to- face

meeting with you all so we can answer any questions and provide you all with updates on the process of getting your loved ones out the miner.

We are working diligently day and night to ensure the safety of our employees' and your loved ones. There will be ways of communication given to the miners from the company and to the families. Please do not hesitate to contact us when you have a question or concern by email or phone. To the Chilean employees: I would like to thank each of you for the support and contributions for your willingness to help assist with getting your coworkers released from the mine.

In the last few days we have overcome many obstacles and are facing great challenges, however with your prayer and support to the families we will look for a greater response with a great solution in getting our employees home. We will be having daily teleconference meetings and also follow up emails. This is to keep everyone aware of the status of the miners update and also answering any questions or concerns you may have. Last, please do not hesitate to contact the Employee Benefit Help line for counseling. We will get our friends, coworkers, and family home. Thank you. References

Wade, T. , (2010, October 13) Chilean miners rescued after 69 days underground. Retrieved from <http://www.reuters.com/article/2010/10/13/us-chile-miners-idUSN0925972620101013> Soto, A. (2010) Leading the Rescue of the Miners in Chile. Retrieved from: <http://kw.wharton.upenn.edu/wdp/files/2011/07/Leading-the-Miners-Rescue.pdf> Arthur, K. , (2010, August 6) Chile mine collapse traps 34 miners. Retrieved from: <http://www.bbc.co.uk/news/world-latin-america-10897327> Weik, J. (2010, August 6)

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